



WEWS

## ORDER

Print Date 09/28/12 Page 1 of 4

Flight Dates 09/28/12-10/04/12

			Order Sep	00:20:00
		Product	Estimate #	1881
<u>Contract / Revision</u>	312976	/	<u>Alt Order #</u>	
<u>Original Date / Revision</u>	09/27/12	09/27/12	<u>Billing Type</u>	Cash
		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Obama / Democrat / Preside		<u>Billing Cycle</u>	EOM/EOC
		1010 Wisconsin Avenue - Suite #80	<u>Billing Calendar</u>	BROADCAST
		Washington, DC 20007	<u>Demographic</u>	A35+
<u>Agency</u>	GMMB Inc		<u>Rev Codes</u>	POL POL CAND
<u>Buying Contact</u>		Sales Office EWSDC	<u>Product Codes</u>	PL
1010 Wisconsin Avenue - Suite #80		Sales Region NAT	<u>Priority</u>	P-1
Washington, DC 20007		Agency Ref 2	<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 242340

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGNN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	5	\$33,660.00	\$39,600.00	0.00	08/27/12	09/30/12	5	\$33,660.00	\$39,600.00
October 2012	34	\$172,329.00	\$202,740.00	0.00	10/01/12	10/04/12	34	\$172,329.00	\$202,740.00
Totals	39	\$205,989.00	\$242,340.00	0.00					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
N 1	WEWS	09/28/12	10/04/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	2:00	1	\$2,400.00	P-1	0.00	NM	1 \$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12	-----			0		\$0.00		0.00					
Week:	10/01/12	10/07/12	MTWT---			1		\$2,400.00		0.00					
N 2	WEWS	09/28/12	10/04/12		CM	6-7a	MTWTF--	2:00	3	\$3,300.00	P-1	0.00	NM	3 \$9,900.00	



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Contract / Revision 312976 Flight Dates 09/28/12-10/04/12

## Hiatus Dates

Original Date / Revision 09/27/12 / 09/27/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product 1881- OFA :120s 9.28-10.4 Estimate # **1881**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals Amount	
				M-F GMC 6-7a												
				M-F GMC 6-7a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----		0	\$0.00		0.00							
		Week: 10/01/12	10/07/12	MTWT---		3	\$3,300.00		0.00							
N 3	WEWS	09/28/12	10/04/12	M-F GMA 7-9a	CM	7-9a	MTWTF--	2:00	4	\$3,600.00	P-1	0.00	NM		4 \$14,400.00	
				M-F GMA 7-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----		0	\$0.00		0.00							
		Week: 10/01/12	10/07/12	MTWT---		4	\$3,600.00		0.00							
N 4	WEWS	09/28/12	10/04/12	SA GMA 8-9a	CM	8-9a	-----S-	2:00	1	\$4,650.00	P-1	0.00	NM		2 \$4,650.00	
				SA GMA 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$4,650.00		0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	WEWS	09/24/12-09/30/12	SA GMA 8-9a		8-9a			-----Sa-		2:00	(\$4,650.00)	0.00	NM	
					See MG 4.2,4.3											
					[no 2min spot avail in this tp]											
		2	WEWS	10/01/12-10/04/12	M-F GMC 5-6a		5-6a			MTWTh----		2:00	\$2,400.00	0.00	NM	
					Ⓜ MG for 4.1 09/29											
		3	WEWS	10/01/12-10/04/12	M-F 4-5p Dr. OZ		4-5p			MTWTh----		2:00	\$2,250.00	0.00	NM	
					Ⓜ MG for 4.1 09/29											
		Week: 10/01/12	10/07/12	-----		0	\$0.00		0.00							
N 5	WEWS	09/28/12	10/04/12	M-F 9-10a	CM	9-10a	MTWTF--	2:00	2	\$3,300.00	P-1	0.00	NM		2 \$6,600.00	
				M-F 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----		0	\$0.00		0.00							
		Week: 10/01/12	10/07/12	MTWT---		2	\$3,300.00		0.00							
N 6	WEWS	09/28/12	10/04/12	M-F 10-11a	CM	10-11a	MTWTF--	2:00	1	\$3,300.00	P-1	0.00	NM		2 \$6,600.00	
				M-F 10-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----F--		1	\$3,300.00		0.00							
		Week: 10/01/12	10/07/12	MTWT---		1	\$3,300.00		0.00							
N 7	WEWS	09/28/12	10/04/12	M-F 11-12p	CM	11a-12p	MTWTF--	2:00	2	\$7,800.00	P-1	0.00	NM		0 \$0.00	
				M-F 11-12p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----		0	\$0.00		0.00							
		Week: 10/01/12	10/07/12	MTWT---		2	\$7,800.00		0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	WEWS	10/01/12-10/07/12	M-F 11-12p		11a-12p			MTWTh----		2:00	(\$7,800.00)	0.00	NM	
				Credited												
		2	WEWS	10/01/12-10/07/12	M-F 11-12p		11a-12p			MTWTh----		2:00	(\$7,800.00)	0.00	NM	
				Credited												
N 8	WEWS	09/28/12	10/04/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	2:00	2	\$4,800.00	P-1	0.00	NM		2 \$9,600.00	
				12-1230p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----		0	\$0.00		0.00							
		Week: 10/01/12	10/07/12	MTWT---		2	\$4,800.00		0.00							
N 9	WEWS	09/28/12	10/04/12	M-F 1-2p	CM	1-2p	MTWTF--	2:00	2	\$3,300.00	P-1	0.00	NM		2 \$6,600.00	
				M-F 1-2p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----		0	\$0.00		0.00							



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Contract / Revision **312976** Flight Dates **09/28/12-10/04/12**

## Hiatus Dates

Original Date / Revision 09/27/12 / 09/27/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product 1881- OFA :120s 9.28-10.4 Estimate # **1881**



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Contract / Revision 312976 Flight Dates 09/28/12-10/04/12 Hiatus DatesOriginal Date / Revision 09/27/12 / 09/27/12 Order Sep 00:20:00Advertiser Obama / Democrat / Presid Product 1881- OFA :120s 9.28-10.4 Estimate # 1881

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N19	WEWS	09/28/12	10/04/12	NCAA Prime Game	CM	8-1130p	-----S-	2:00	1	\$21,000.00	P-1	0.00	NM	1	\$21,000.00	
NCAA Prime Game																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$21,000.00			0.00						
		Week: 10/01/12	10/07/12	-----		0	\$0.00			0.00						
N20	WEWS	09/28/12	10/04/12	M-F GMC 5-6a	CM	5-6a	MTWTF--	2:00	1	\$2,550.00	P-1	0.00	NM	1	\$2,550.00	
M-F GMC 5-6a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----		0	\$0.00			0.00						
		Week: 10/01/12	10/07/12	MTWTF--		1	\$2,550.00			0.00						
														<u>Totals</u>	39	\$242,340.00